

SOUTHERN DAIRY QUEEN OPERATORS 2016 REGIONAL CONVENTION



Dear Dairy Queen Supplier,

You are cordially invited to attend the Southern Dairy Queen Operators Regional Convention at the Music Road Hotel, 303 Henderson Chapel Road, Pigeon Forge, TN 37863, February 28, 29 and March 1, 2016.



In an effort to reduce expenses for both DQ franchisees and our DQ suppliers, the TN/KY and SESOA Associations hold one combined regional convention. The success of any convention is due mainly to the interest of our loyal suppliers and manufacturers. All Dairy Queen operators look forward to seeing you at the convention.

We understand you have many commitments at this busy time and may not be able to attend the full convention, however we hope you will take the time to participate in booth set-up Sunday afternoon and in exhibits on Monday, February 29. You are encouraged to take part in the Sunday night buffet and cocktail reception that will provide a great opportunity for you to connect with your DQ customers. Hotel reservation information and a schedule of events is on the next page.

The exhibit Booth Package includes your 8' X 10' booth with back and side drape, skirted table, 2 chairs, and trash can. A standard 20 amp electrical hook-up would be provided at a \$25.00 charge for each exhibitor if needed, and 30 amp hook-ups if required will be \$50.00 each for duration of show. Vendors will be allowed to use kitchen facilities for cooking and warming food. It is anticipated that some vendors may require use of deep fryer, and that a \$20.00 per vendor fee will be charged to replace the oil and clean-up.

Shipping instructions: There is no charge for the acceptance of items shipped to the convention center by vendors. Items can be shipped 7 days prior to show and all packages should be marked with shipper's name, for Southern DQ plus "Hold for arrival February 28."

Ship to: Southern Dairy Queen Operators
(your vendor name)
Music Road Hotel Convention Center
303 Henderson Chapel Road
Pigeon Forge, TN 37863

If you need assistance with your shipping please contact the sales department at 1-866-429-7744.

We would like to thank you for your participation and look forward to seeing you in Pigeon Forge, Tennessee. We are anticipating a larger convention in 2016 and expect booth spaces to go quickly.

If you have any questions, please do not hesitate to contact Joyce Perrine at 864-972-1277, 864-650-6305 cell, or via e-mail at bojjoyceperrine@bellsouth.net.

Sincerely,

Southern Dairy Queen Operators Convention Committee

SCHEDULE

Sunday, February 28

- 2 PM - 5 PM Exhibits Set Up
Ukulele, Violin and Symphony Ballroom
- 2 PM - 5 PM Registration
Convention Center Lobby
- 5:30 PM - 6:30 PM Cocktail Reception
Duet Ballroom
- 6:30 PM - 9 PM BarBQue Buffet
After dinner - 11:30 PM Hospitality Suite, Room 101

Monday, February 29

- 6 AM - 9 AM DQ Breakfast Buffet
Hotel Lobby
- 10 AM - 3 PM Vendor Exhibits/Lunch with Vendors
Ukulele, Violin and Symphony Ballroom
- 6:50 PM Walk next door to Grand Majestic Theater
Meet in Hotel Lobby
- 7 PM - 10 PM Dinner and Soul of Motown Show
Grand Majestic Theater
- After the show - 11:30 PM Hospitality Suite, Room 101

Tuesday, March 1

- 6 AM - 9 AM DQ Breakfast Buffet
Hotel Lobby
- 9 AM - 10:30 AM Josh Schmieg, Executive Director
DQQA/DQOC
Dobro Ballroom
- 10:45 AM - 12 PM Guest Speaker, Eddie Smith
Communicating with Employees and Customers
- 12 PM - 1:30 PM Buffet Lunch
Duet Ballroom
- 2 PM - 3 PM Association Meetings
Dobro Ballroom
- 5 PM - 6 PM Cocktail Reception
Duet Ballroom
- 6 PM - 8 PM Banquet/Dinner Buffet
- 7:30 PM - 9 PM Entertainment
After entertainment - 11:30 PM Hospitality Suite, Room 101

EXHIBIT BOOTH PACKAGE

- 8'X10 Booth with back and side pipe & drape
- Sign
- Skirted table
- 2 Chairs
- Trash Can

Rate: \$795 per Booth

CONTACT

For questions contact Joyce Perrine
bobjoyceperrine@bellsouth.net, (864) 650-6305

HOTEL ACCOMMODATIONS

Music Road Resort
303 Henderson Chapel Road
Pigeon Forge, TN



Reservations by phone:

(855) 790-4646

Mention the Southern Dairy Queen Operators Convention

Reservations online:

- Go to MusicRoadResort.com
- Click "Make a Reservation" at the top right
- Click "Groups" in the navigation bar
- Enter Group ID 6563, Group Password 37000105
- Click "Make Reservation" and follow steps indicated.

*2 Queens Front View: \$89 (\$99 Friday, Saturday)

*2 Queens River/Mtn View: \$99 (\$109 Friday, Saturday)

*King/Jacuzzi: \$119 (\$129 Friday, Saturday)

*Family Suite: \$129 (\$139 Friday, Saturday)

*rates per night

*plus Sales Tax 9.75%, Lodging Tax 2.50%

*no other discounts may be applied

No parking fee, Free Wi-Fi in all guest rooms.

Reservations must be made by January 28, 2016 to take advantage of these discounted room rates.



FOOD/BEVERAGE PACKAGE

Food/Beverage Package Includes:

- All programs and speakers
- Association Meetings
- Vendor Exhibits
- 2 Cocktail Receptions
- 2 Dinner Buffets
- 1 Dinner with **Soul of Motown** show at the Grand Majestic Theater
- 1 Lunch Buffet
- 3 Buffet Breakfasts
- Entertainment by David Odom & Band (country and gospel)
- Hospitality Suite - Sunday, Monday and Tuesday Night

Rates: \$179 per person before 11/15/15
\$209 per person after 11/15/15

Southern Dairy Queen Operators 2016 Regional Convention



Alabama Florida Georgia Kentucky Mississippi North Carolina South Carolina Tennessee

SUPPLIER EXHIBIT BOOTH REGISTRATION FORM

Contact Information

Company Name :	
Address:	
City, State:	Zip:
Office:	Cell:
Email:	Fax:

Attendee First and Last Names - Please Print Clearly for Name Badge

Name:
Name:
Name:
Name:

Registration Rates and Fees	Number Needed	Total
8' X 10' Exhibit Booth (per Booth, no F/B) Additional Booth Power/Water Charges Apply	_____ x \$795	
Food/Beverage Package per Person Before 11/15/15	_____ x \$179	
Food/Beverage Package per Person After 11/15/15	_____ x \$209	
Electrical Outlet: 20 AMP	_____ x \$25	
Electrical Outlet: 30 AMP	_____ x \$50	
Checks payable to Southern Dairy Queen Operators We are not able to accept credit cards	Total Enclosed	

Mail Registration and Payment to: Joyce Perrine | 226 Park View Drive | Fair Play, SC 29643
 P: (864) 972-1277 | C: (864) 650-6305 | bobjoyceperrine@bellsouth.net



**Southern
Dairy Queen
Operators**

c/o Joyce Perrine
226 Park View Dr.
Fair Play, SC 29643

please join us

**SOUTHERN DAIRY QUEEN OPERATORS
2016 REGIONAL CONVENTION
FEBRUARY 28-MARCH 1, 2016
MUSIC ROAD RESORT
PIGEON FORGE, TENNESSEE**

SOUTHERN DAIRY QUEEN OPERATORS 2016 REGIONAL CONVENTION

SUPPLIER INVITATION & REGISTRATION




**MUSIC ROAD
RESORT**
HOTEL • CONVENTION CENTER • INN



Alabama • Florida • Georgia • Kentucky • Mississippi • North Carolina • South Carolina • Tennessee